# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

UNSTARRED QUESTION NO:726
ANSWERED ON:22.11.2001
SPONSORSHIP FOR METRO CHANNEL PROGRAMME
PAWAN KUMAR BANSAL

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether response to the recent proposal of Doordarshan to seek sponsorship for its Metro Channel programme has been very lukewarm;

(b) if so, the reason therefor;

(c) the sponsorship fee earned for the prime time slots during each of the last three years; and

(d) the steps proposed to overcome the situation including generation of in-house programmes?

## Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) : Prasar Bharati has intimated that for slots on prime time, on Metro Channel, Doordarshan has received 34 proposals.

(b) : Does not arise.

(c): As per information furnished by Prasar Bharati, the sponsorship fee earned from prime time slots on Metro Channel, during the last three years is as under :

| Year | Amount (Rs. in Crore) |
|---|---|
| 1998-1999 | 68.51 |
| 1999-2000 | 23.69 |
| 1999-2001 | |
| 2000-2001 | 72.67 |

(d) The programmes on prime time have good viewership response in terms of ratings. The channel is being repositioned as a pure entertainment channel.